<u>IN THE CLAIMS</u>

1. (Currently amended) A method of managing one or more computing resources, the method comprising executing the following steps:

obtaining data associated with at least one potential demand for use of the one or more computing resources;

generating a management model in accordance with at least a portion of the obtained data, wherein the management model is operative to determine an allocation of the one or more computing resources based on <u>products, comprising</u> combinations of price levels and service levels, that may be offered to one or more users of the one or more computing resources so as to attempt to satisfy at least one management goal, wherein the combinations are determined by (i) computing a set of prices and (ii) computing a set of service levels to offer to the one or more users at each one of the prices in the set of prices, and wherein the set of prices and the set of service levels are derived from: (i) levels associated with the one or more computing resources; (ii) historical demand data; and (iii) predicted demand data;

evaluating the satisfaction of the management goal for each combination associated with the management model;

determining an optimal configuration of the one or more computing resources, in accordance with the management model, that maximizes the management goal, wherein the optimal configuration is determined by solving the management model using one of a linear programming solver and a nonlinear programming solver; and

controlling a usage load level of the one or more computing resources by modulating ~~combinations of price levels and service levels~~ <u>quantities of products</u> offered to the one or more users of the one or more computing resources;

wherein the steps are executed by one or more computers.

2. (Original) The method of claim 1, wherein the management model generating step further comprises determining the allocation also based on at least one of historical data and predicted data associated with a demand pattern.

3. (Original) The method of claim 1, wherein the management model generating step further comprises determining the allocation also based on at least one of historical data and predicted data associated with a resource usage level.

4. (Original) The method of claim 1, wherein the management model generating step further comprises representing the at least one potential demand as one of a demand curve and a discrete choice model.

5. (Original) The method of claim 1, wherein the management model generating step further comprises aggregating at least one of historical data and predicted data associated with a resource usage level.

6. (Original) The method of claim 1, wherein the management model generating step further comprises setting price levels and service levels to be offered to users.

7. (Original) The method of claim 6, wherein the setting step is based on at least one of current data and predicted data.

8. (Original) The method of claim 6, wherein the at least one of current data and predicted data comprises at least one of demand data and resource data.

9. (Original) The method of claim 6, wherein the setting step is also based on a maximum number of price-service-level combinations.

10. (Original) The method of claim 9, wherein the management model generating step further comprises evaluating a revenue value for each price-service-level combination.

11. (Canceled).

12. (Original) The method of claim 1, wherein the management goal is at least one of: (i) achieving a revenue goal; (ii) increasing a market share; (iii) responding to a competitor; and (iv) smoothing a demand pattern.

13. (Previously presented) The method of claim 1, wherein the one or more computing resources comprise a computing center.

14. (Previously presented) The method of claim 1, wherein the one or more computing resources comprise an electronic utility.

15. (Original) The method of claim 1, wherein the management model comprises a yield management model.

16. (Original) The method of claim 1, wherein the management model comprises a revenue management model.

17. (Currently amended) Apparatus for managing one or more computing resources, the apparatus comprising:

a memory; and

at least one processor coupled to the memory and operative to: obtain data associated with at least one potential demand for use of the one or more computing resources; generate a management model in accordance with at least a portion of the obtained data, wherein the management model is operative to determine an allocation of the one or more computing resources based on on <u>products,</u> <u>comprising</u> combinations of price levels and service levels, that may be offered to one or more users of the one or more computing resources so as to attempt to satisfy at least one management goal, wherein the combinations are determined by (i) computing a set of prices and (ii) computing a set of

service levels to offer to the one or more users at each one of the prices in the set of prices, and wherein the set of prices and the set of service levels are derived from: (i) levels associated with the one or more computing resources; (ii) historical demand data; and (iii) predicted demand data; evaluate the satisfaction of the management goal for each combination associated with the management model; determine an optimal configuration of the one or more computing resources, in accordance with the management model, that maximizes the management goal, wherein the optimal configuration is determined by solving the management model using one of a linear programming solver and a nonlinear programming solver; and control a usage load level of the one or more computing resources by modulating ~~combinations of price levels and service levels~~ quantities of products offered to the one or more users of the one or more computing resources.

18. (Currently amended) An article of manufacture for managing one or more computing resources, comprising a computer readable storage medium containing one or more programs which when executed implement the steps of:

obtaining data associated with at least one potential demand for use of the one or more computing resources;

generating a management model in accordance with at least a portion of the obtained data, wherein the management model is operative to determine an allocation of the one or more computing resources based on products, comprising combinations of price levels and service levels, that that may be offered to one or more users of the one or more computing resources so as to attempt to satisfy at least one management goal, wherein the combinations are determined by (i) computing a set of prices and (ii) computing a set of service levels to offer to the one or more users at each one of the prices in the set of prices, and wherein the set of prices and the set of service levels are derived from: (i) levels associated with the one or more computing resources; (ii) historical demand data; and (iii) predicted demand data;

evaluating the satisfaction of the management goal for each combination associated with the management model;

determining an optimal configuration of the one or more computing resources, in accordance with the management model, that maximizes the management goal, wherein the optimal configuration is determined by solving the management model using one of a linear programming solver and a nonlinear programming solver; and

controlling a usage load level of the one or more computing resources by modulating ~~combinations of price levels and service levels~~ <u>quantities of products</u> offered to the one or more users of the one or more computing resources<u>;</u>

wherein the steps are executed by one or more computers.

19. (Canceled).